



Alison Minea
Corporate Counsel
alison.minea@dishnetwork.com
(202) 293-0009

April 22, 2011

EX PARTE PRESENTATION

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *Ex Parte Presentation* in MB Docket No. 10-91; CS Docket No. 97-80; PP Docket No. 00-67

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, DISH Network L.L.C. ("DISH") submits this letter summarizing a meeting on Thursday, April 21, 2011 with William Lake, Douglas Sicker, Steven Broeckaert, Michelle Carey, Lyle Elder, Mary Beth Murphy, Nancy Murphy, Brendan Murray, and Alison Neplokh. Present on behalf of DISH were Jeffrey Blum, SVP & Deputy General Counsel, Dave Kummer, SVP of Engineering for EchoStar Technologies L.L.C., and the undersigned.

During the meeting, we discussed with Commission staff recent reports of a possible revised approach to AllVid that relies on application program interfaces ("APIs") to enable consumer electronics devices to access an Internet Protocol ("IP") version of a pay-TV provider's service. We noted that, to the extent the Commission pursues this concept, satellite providers like DISH likely would still need to deploy a hardware adapter to the consumer's home in order to convert the incoming signal to IP format. As a result, the Commission should avoid a one-size-fits-all approach to how providers implement AllVid. We also reiterated our view that pay-TV providers should be permitted to lease traditional set-top boxes to customers who want them. In addition, we noted that DISH is continuously innovating to improve its service through software updates pushed to its set-top boxes. Any AllVid mandate should not prevent DISH from deploying these upgrades to its customers. Finally, DISH noted that it anticipates many other issues will need to be resolved should the Commission decide to adopt AllVid rules, including how programming agreements will be respected by retail devices, how to ensure that the look and feel of a pay-TV provider's service is preserved in the retail device, and how to guarantee that consumers will be able to get 24/7 technical support from the manufacturers of their retail devices.

Respectfully submitted,

/s/ Alison Minea

Alison Minea

CC: William Lake
Douglas Sicker
Steven Broeckaert
Michelle Carey
Lyle Elder
Mary Beth Murphy
Nancy Murphy
Brendan Murray
Alison Neplokh